



"We hope to have a successful first year," Reyes said. "Everyone who has participated so far has given us really good feedback about the program. We hope that as the Lending Library program grows, Sigma Tau Delta can plan events along side of KSBN and have these events connected to the common read."

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33 Lure

36 Choir rendition

38 "Hail!"

39 Total

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43 "Way to go!"

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50 Hum- dinger

51 Web address

52 Up to

53 Scottish garment

54 Sock part

55 "That's one small — ..."

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19 Weep

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25 Never- theless

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28 D.C. figure

29 53- Across wearer's hat

31 Lemieux milieu

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35 Maintain

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Logan's Run | By Erin Logan



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CORRECTIONS

If you see something that should be corrected or clarified, please call our editor-in-chief, Tim Schrag, at 785-532-6556, or e-mail him at news@spub.ksu.edu.

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THE BLOTTER ARREST REPORTS

SUNDAY

Joshua Tyvon Foster, of the 700 block of Griffith Drive, was booked for failure to appear. Bond was set at \$350.

Zachary Mattingly, of the 1500 block of 10th Street, was booked for sale or distribution of hal- lucinogens or marijuana. Bond was set at \$2,000.

Dylan James Smith, of the 2200 block of College Avenue, was booked for no driver's license. Bond was set at \$500.

Dane Johnathan Miller, of New Haven, Ind., was booked for possession of any drug sub- stance, unlawful possession of depressants, unlawful posses- sion of stimulants, possession of drug paraphernalia and no

Kansas drug tax stamp. Bond was set at \$1,000.

Robert Wayne McGinnis II, of the 3000 block of Grand Mere Parkway, was booked for failure to appear. Bond was set at \$119.

Gregory Roy Burton, of the 2000 block of Tecumseh Road, was booked for driving with a canceled, suspended or revoked license and failure to appear. Bond was set at \$1,250.

MONDAY

Levertis Lee Horne, of the 500 block of 16th Street, was booked for driving with a canceled, suspended or revoked license. Bond was set at \$750.

Compiled by Sarah Rajewski

Meeting set for 7 tonight

Jakki Thompson
staff writer

the North End Redevelopment Project, located between Leav- enworth and Bluemont streets. Commissioners will also review the first reading of an ordinance authorizing a proposed traffic operations building, which will replace the facility damaged by a storm in August 2010. This ordi- nance, if passed, will allow con- struction of the building north of Fort Riley Boulevard and south of El Paso Lane to begin.

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Conflict on the field: poor sportsmanship or competitive drive?



courtesy photos | Wiki Media Commons

Jim Harbaugh, head coach of the San Francisco 49ers and former head coach of the Stanford Cardinal, made headlines Monday after an altercation with Detroit Lions head coach Jim Schwartz on Sunday.

Mark Kern
assistant sports editor

Sports are a good way to spend time with friends, get outside and meet new people. However, sports are competitive. This can cause people to react hastily and often without prior thought. This was the case on Sunday in Detroit.

In a matchup of two surprising division leaders, the San Francisco 49ers defeated the Detroit Lions 25-19. However, it was what happened between the coaches after the game that had all of the analysts talking about it.

In the postgame handshake, an excited Jim Harbaugh of the 49ers gave the Lions coach Jim Schwartz a harder-than-expected handshake that did not go over well with Schwartz. After words were exchanged between both of the coaches, Schwartz took off after Harbaugh until the two men were separated by players and other coaches.

Neither coach went into full detail on the incident, but it raises a very interesting question. Was what happened on the field just two men being competitive, or was it an example of bad sportsmanship?

Jimmy Kibble, CEO of Beyond Sports Network and a former kicker for Virginia Tech and the Philadelphia Eagles, said he understands why people think it a bad case of sportsmanship. However, as a former player, he does not have a big problem with it.

"Should Harbaugh have handled his emotions better, probably. Schwartz also should have handled it better by not going after Harbaugh, but at the end of the day, you have two great competitors giving everything they have to win the game. I know if I was a player on either of teams, that would have fired me up. These guys are out there fighting to help us get the win, us as players really have no choice but to go out there



and give a great effort," Kibble said.

As NFL coaches, their job is to go out there and make sure that their team is doing everything possible to get a victory.

While there are some things that cross the line, this is not one of them. These two teams have been two of the worst in the league for the past five or six years, and now they both appear to be playoff teams.

One of the main reasons both of these teams had the starts that they did this season is because of these two men. They both have a passion for the game that is

matched by very few. When you watch the two teams play, you can tell that they play with the same passion that the two coaches exhibit.

Sportsmanship has become a hot topic. Here at K-State, we can relate to this topic as Adrian Hilburn was penalized last season for the infamous "salute." This year, LSU ran a fake punt and the punter ran for an apparent 50-yard touchdown. However, the touchdown was called back because the LSU punter high-stepped at the 2-yard line.

Sports are supposed to be something to enjoy and be very

passionate about. In all of these specific cases, there was nothing violent or malicious. This applies to Harbaugh and Schwartz's skirmish; it was a case of two men doing what they could to win and enjoy the game of football at the same time.

The two coaches talked after the postgame interviews and resolved the whole incident in a sportsmanlike manner.

With the tragedy that hit the sports world Sunday with Indy 500 winner Dan Wheldon dying in a car accident, this handshake should not be the topic of focus for fans and the media.

Kansas City to host Big 12 Media Days

Monty Thompson
sports editor

The Big 12 Basketball Media Days will be held at the Sprint Center in Kansas City, Mo., this Wednesday and Thursday. Coaches and select players from all 10 teams will be present for Q&A sessions and one-on-one interviews.

The event will kick off on Wednesday morning and last through the evening as the women's players and coaches make their way inside the Sprint Center for day one. Media outlets from all over the nation will fill the arena to record and broadcast the events that take place.

Thursday will serve as the

men's basketball day, beginning at 7 a.m. and ending at 2 p.m. following one-on-one interviews with student athletes. K-State will be sending head coach Frank Martin to Kansas City, along with Rodney McGruder, Victor Ojeleye and Will Spradling.

Thoughts regarding the upcoming season will be discussed with each team, as well as the talk of further conference realignment. Bill Self, head coach of the Kansas Jayhawks, will share his thoughts on the competition in the Big 12 as well as his expectations from his team, who were recently picked to place first in the conference.

Kansas City has hosted the basketball media days since

the inception of the Big 12, but may be playing its swan song in 2011. The Missouri Tigers continue to make attempts toward moving the Southeastern Conference, a move that would likely eliminate Kansas City as a host location for future conference events.

Missouri players and coaches will likely face questions regarding their future in the Big 12, though the thoughts and perspectives from others schools will also be given.

Basketball season starts up next month with the women's team hosting Oklahoma City on Nov. 3 just three days before men take on Fort Hays State on Nov. 6 in Bramlage Coliseum.

Two-minute drill

Monty Thompson
sports editor

NCAA

The Bowl Championship Series standings were released this week, with Louisiana State University holding the top spot. Oklahoma and Oklahoma State both represent the Big 12 Conference by placing in the top five. Most surprising, though, is K-State, who landed just outside of the top 10 at number 11. The Wildcats were ranked 16 in the most recent USA Today Coaches Poll, but managed to earn a higher ranking in Bowl Championship Series standings thanks to an impressive schedule thus far.

NFL

The Detroit Lions lost on Sunday to the San Francisco 49ers, leaving the Green Bay Packers the only remaining undefeated team. Though the loss in front of a home crowd was hard on Lions players, head coach Jim Schwartz was anything but pleased with the postgame reaction from 49ers head coach Jim Harbaugh. After a handshake, a slap on the back and perhaps the exchange of a few words, the coaches had to be separated as both teams were leaving the field.

MLB

The stage is set for the 2011 World Series between the Texas Rangers and the St. Louis

Cardinals. After pounding the Milwaukee Brewers 12-6 in game six of the National League Championship Series, St. Louis captured its 18th pennant. Game one of the World Series is Wednesday night at Busch Stadium between the Rangers CJ Wilson and the Cardinals Chris Carpenter.

Racing

The 2011 Indianapolis 500 winner Dan Wheldon died on Sunday in a tragic 15 car crash at the Las Vegas Motor Speedway. The race was canceled after Wheldon's death was announced by IndyCar Series CEO Randy Bernard. Drivers gave a five-lap tribute to Wheldon following the announcement.

One game at a time: Wildcats' season impossible to predict

Tyler Dreiling
staff writer

That's it. I have had enough. I am done writing every week about how wrong I was about the K-State football team.

All that "Fool me once" stuff? It's over with. All that "We should have seen this coming" garbage? Kaput.

Look, the reality of it is, not one person outside of the Wildcat locker room felt a 6-0 start to the season was reasonable to ask from this team. I could see 4-2, perhaps 5-1, but 6-0? That was almost laughable in July. Do not deny it. And with Saturday's victory over Texas Tech, it is a reality.

But, it is time to take a different approach. Forget all the improbabilities that got the

Wildcats here. Each one has been analyzed more times than Obama's jobs bill.

It is time for us to focus on what lies ahead for this K-State team. We know how the Wildcats win games; we know the wizard on the sideline will have his team ready every Saturday.

But just how good can they be? Does cloud nine have a ceiling, and how high is it?

K-State is ranked 12 in The Associated Press poll this week, its highest mark since the 2004 preseason poll. That year, K-State was coming off a Big 12 title and Fiesta Bowl appearance, and quickly fell into oblivion with its first losing season in more than a decade.

This time around, the Wildcats were expected by many to be no better than that '04 team,

but the result has reversed. How do they compare to the rest of the nation's best?

Despite being undefeated, it would be both ignorant and premature to label K-State as a national title contender. The Wildcats will get their shot to show everyone they belong in that conversation, but it hasn't come yet.

Oklahoma, LSU and Alabama would all be favored by more than 20 in a matchup with K-State and rightly so. All three have played a tougher schedule and beat teams by crushing them rather than outplaying them at crucial moments, as has been the case for K-State in five of its six wins.

As relentless as Collin Klein is, we should not think he could run for more than 50 yards against LSU. As ef-

ficient as the Wildcat defense has been, we should not think it could hold Oklahoma under 35 points on any field.

The chance for the Wildcats to prove us wrong yet again will come, most notably in two weeks against the Sooners, pending a victory in Lawrence this Saturday.

K-State is right where Bill Snyder wants it: winning games, starting to gather a little national attention, but still not being taken as much more than a nice surprise story. Snyder does not and should not want ESPN bigwigs talking nonstop about his team's chances to win a Big 12 or national title. It is not his style and never has been.

As for what is reasonable to expect from K-State in the remainder of the regular season,

still very little is clear. We know K-State will be prepared each week. We know Snyder won't be outcoached. But how the talent of the Wildcats stacks up against the likes of OU, Texas A&M, Oklahoma State and Texas remains a huge question.

My advice to the fans is this: enjoy where the team is at, but do not get carried away. Each victory should be equally appreciated. In a league like the Big 12, nothing is guaranteed.

On a final note, I enjoyed my favorite moment so far this season on Saturday night. There's nothing quite like opening the K-State sports website and being greeted by a "Reserve your bowl game tickets today" ad, especially in October. Just another smile among many the Wildcats have brought to my face this season.

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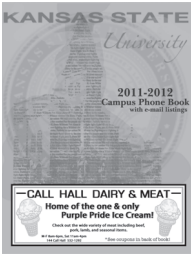
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Overemphasis on material matters leads to unhappiness



Jillian Aramowicz

Students across the nation express themselves with different styles and personalities by their choice of dress and accessories. It is easy to stereotype people into different groups based on how they look, and as much as we would like to think we don't do that, I bet at some point you have caught yourself secretly judging someone or stereotyping them because of appearances. I know I have, and I am not proud of it, but, admittedly, it happens.

Not only is it easy to categorize an individual based on how they dress, but sometimes people use materialistic emphasis far too seriously in a college setting.

For example, have you ever noticed how something as silly as footwear can cause strife between total strangers? I'm referring to the civil divide between Uggs boot wearers and Ugg boot haters. I know many people would assume this is where I make a case against this popular trend, but I honestly do not care what is on your feet or what brand it is. I, personally, don't have this brand of shoes because I can't justify paying over \$100 for something that looks like a fur-lined surgical boot, but it certainly doesn't bother me if someone else does.

There has to be something better that we, as young adults, can be fighting over other than what type of boots a girl wears. Just because you do not like a trend or a style it does not mean you have the right to pass judgment on people who do. I know I am not the only one who has seen this, but people get legitimately angry over this debate in the wintertime. I hope I can speak on behalf of a good portion of the level-headed student population when I say, who cares? It's all material. It shouldn't matter to anyone, one way or another.

This is just one example of something I think takes up the time and attention of far too many people on this campus. However, the central point I want to emphasize is that materialism is not something that should define you as a person nor should you use materialism as an excuse to judge others. It is not a secret that part of the prestige of owning a particular product is the label that it carries. It is not bad to have nice products or to pay good money for them, but when those inanimate objects start to define your personality or cause you to be angry towards other people, then you are guilty of letting things, not ideas or thoughts, control how you feel.

Recently I had a conversation with a friend about a previous relationship and how the ex in question had dropped out of school and was working a mediocre job. My friend was explaining how someday, they hoped to run into that person while dressed nicely, and they then proceeded to list the brands they would be wearing and how great they

would look and feel at that moment. Once again, I thought to myself, "Who cares?"

Even if I ran into my ex and I was wearing \$300 jeans and carrying a Gucci bag, I wouldn't think that person would feel terribly ashamed that they weren't wearing \$300 jeans and I was. In fact, I think they would look at me like an idiot for wearing jeans that cost in the upper limits of my rent.

That conversation I had with my

friend once again reaffirmed my thoughts that we as a culture pay far too much attention to the things we own, not the relationships we hold or the intellect we possess.

According to Ruut Veenhoven, a professor who runs the World Database of Happiness at Erasmus University Rotterdam, Guatemala is, per capita, one of the top 10 happiest nations in the world. The results of his study were re-published Nov. 29, 2010, on the blog financialjesus.

com, and the statistics behind this finding are intriguing. Guatemalans are some of the happiest people on the planet, but 56 percent of Guatemalans live in poverty. Additionally, the location of the country makes it extremely susceptible to hurricanes, earthquakes and natural disasters that are difficult to prepare for or combat, especially in a poor nation. But they are happy.

America is not even on the list of top 10 happiest countries although

we are certainly some of the luckiest and most blessed citizens with the safety and freedoms we take for granted. Maybe if we all stopped worrying about the emphasis we put on materialism and how it affects us, our emotions, our time, our money and our attitudes, we would be much better off.

Jillian Aramowicz is a senior in advertising. Please send all comments to opinion@pub.ksu.edu.



Illustration by Jillian Aramowicz

Standing up to confront injustice not easy, but right



Laura Thacker

Last week, I was on a panel about what it means to be an LGBT ally. One thing that I mentioned was standing up for those around you by calling people out: if someone uses gay constantly in a completely derogatory way, if someone harasses a stranger in front of you, I think it is important to stand up and say that that is not OK.

While this is much easier said than done, I think it is important for us to all try to live up to this. I was lucky enough to have someone do this for me in Aggieville over the weekend. While trying to push past people to get away from the general atmosphere of crazy, I couldn't get past a couple showing way too much PDA for the public sphere. When I voiced my distaste, the man proceeded to follow me, making comments about my weight and calling me some names that should not be in print.

Now, I've been called my fair share of ugly names, and I am assertive and say what I think — I am also disabled, and sometimes being loud is the only way that people will realize and let me through. But, when he proceeded to follow me, I felt sincerely threatened. Then here comes a skinny boy in a suit, someone I had never met before, to my rescue. I can't even describe my feelings of relief, not only because the threat

was gone, but also because I realized that despite the situation, there really are good people in this world. This guy, who was considerably smaller than the aggressor if it came to a fight, saw something he didn't agree with and spoke out about it. We should all do this.

Standing up for things you believe in can be extraordinarily difficult. Doing so can invite ridicule and harsh words — even physical violence — but it can be worth it. Besides the positive feelings doing good deeds bring you, personally, little things like speaking out can really, truly help others. If someone has put up with ridicule and disdain for years, one last taunt could just be too much — but one person sticking up for them could also turn the scales the other way.

The ABC clip show "What Would You Do," with John Quinones, explores how real people act when put in uncomfortable situations — from a man refusing to let his son buy a Barbie, to interracial couples being harassed in public. In the latter social experiment, available at abcnews.go.com/WhatWouldYouDo, they talked to the people that did stand up, most of whom had similar things to say — that they couldn't just stand by and say nothing when they saw injustice. One man even said, "I wish I would have spoke up sooner ... that's the only thing I regret." Another said, "The situation never goes away when you don't stand up to it." These two men are

shining examples of what we need to be doing every day.

Ignoring intolerance may seem the easiest way to go, but put yourself in that person's shoes, imagine

being taunted in that way. Solidarity can be shown, no matter the amount of difference that may seem to exist between you and the person being harassed.

To the man who stood up for me over the weekend, thank you. It turns out that

skinny guys in suits can be knights in shining armor, and he has set an example I'm all too ready to follow.

Laura Thacker is a senior in English and women's studies. Please send all comments to opinion@pub.ksu.edu.

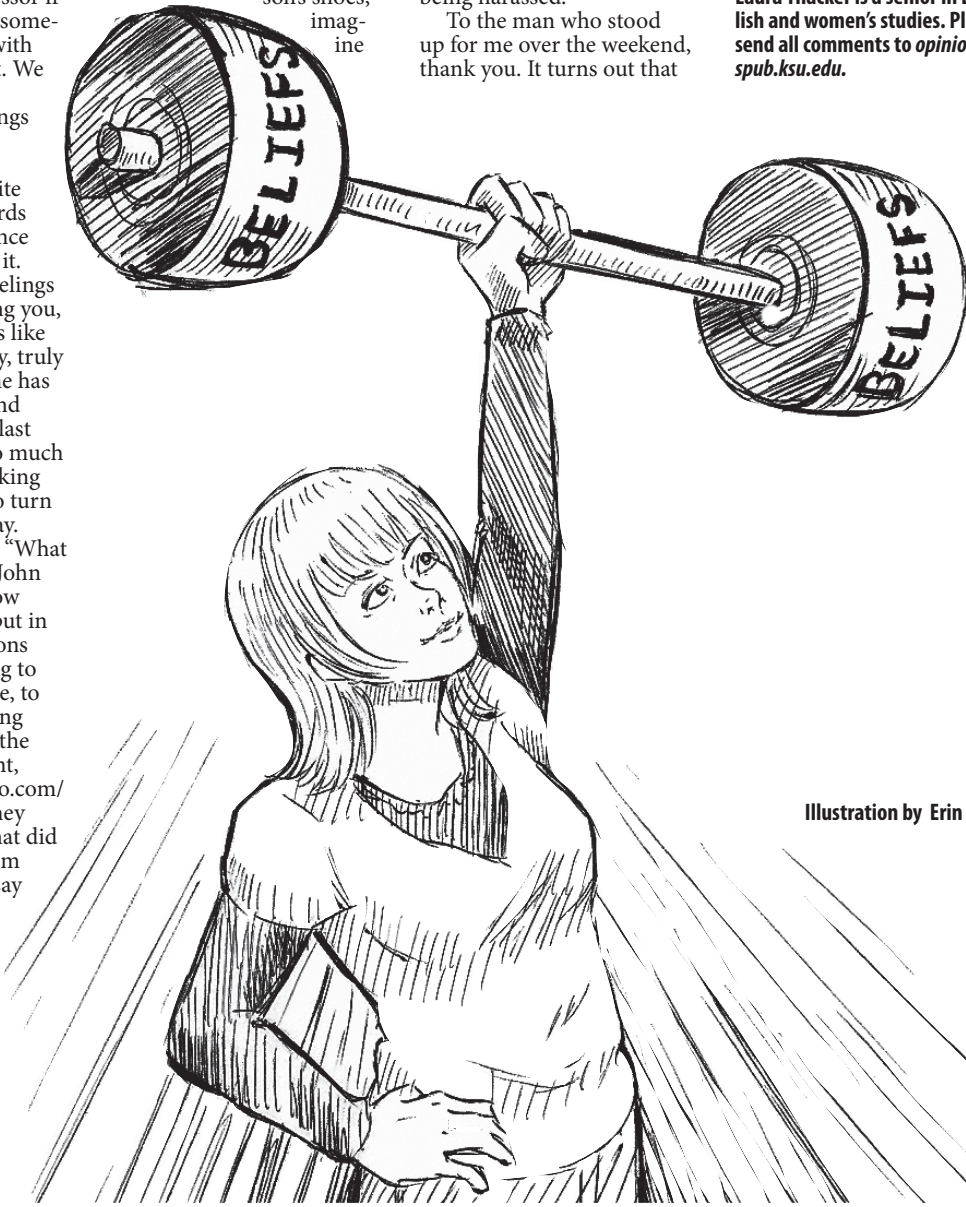


Illustration by Erin Logan

LETTER TO THE EDITOR

To the editor:

While I praise the protesters of Occupy MHK for standing up for what they believe in, I don't exactly see what they're complaining about. For the most part, compared to other places in the country, Manhattan has been relatively protected from the recession by the influx of money from Fort Riley soldiers and college students. The housing industry is not crushed here; I've seen several apartment complexes in development all over town, and several new businesses have come to town, like Cozy Inn, Dick's, Noodles & Company and many more. While other cities are struggling and stagnant in development, Manhattan is growing. The "corporate greed" that Wall Street protesters are angry at isn't heavily present here. In fact, most of the large businesses in town are very good about donating money to philanthropic events and sponsorships of sports teams.

It's fine to complain about the bad overall job market and economy, but joining a passing fad that doesn't really apply here in Manhattan is just silly. These protesters have an opportunity to make a real difference if they instead turned their focus on something more immediate and real to those in Manhattan, such as standing up for the protection of college students and Fort Riley soldiers and their families when landlords take advantage of us. The rental inspection program that was repealed would have kept landlords responsible, much like the protesters would like Wall Street banks and corporations to do.

I also found it disappointing that the Occupy MHK protesters threatened to call the cops on a few Ron Paul supporters because the protesters disagreed with their signs. It's always sad when people aren't willing to respect other people's right to free speech. Especially when there are those of us who think that protesting Manhattan is not a good use of time.

Ashton Archer
senior, mechanical engineering

‘Voice of the Wildcats’ to emcee charity party, dance in memory of late wife

Darrington Clark
staff writer

The second annual Pink and Purple Polyester Party will be held in the Houston Street Ballroom at 7 p.m. on Oct. 28.

“The event is really to celebrate research and survivorship. I’m very humble to be a part of it,”

Janet Barrows
Manhattan resident and breast cancer survivor

The Pink and Purple Polyester Party will feature Dave Lewis, the voice of the Wildcats, as host and emcee, and will also include food and drink, ‘60s and ‘70s dance music and a silent auction. All ticket and auction proceeds will go to the Johnson Center for Basic Cancer Research.

“Last year, about 125 people came to the party,” Lewis said. “We raised around \$5,000

dollars. We hope to double that this year and then double that amount next year.”

Janet Barrows, Manhattan resident and breast cancer survivor, is helping Lewis as a volunteer for this year’s party because of her personal connection to the cause.

“My story is really a reason why this party is going on,” Barrows said. “It’s encouraging that my alma mater has a center dedicated to cancer research. To raise awareness about cancer detection and treatment is just so relevant.”

The Johnson Center for Basic Cancer research is funded through private donations, some of which came from last year’s Pink and Purple Polyester Party.

“The event raises money for us, and it’s also just a good time,” said Marcia Locke, Johnson Center public relations and outreach coordinator. “It’s a great way to have some party time with your friends without having to go through the hassle of actually throwing your own party. Our staff goes and some of our council members, but most

people like to go with their own party groups.”

Dave Lewis’ personal involvement includes his wife, who died from cancer in 2006. The party serves as a good cause and a commemoration.

“Last year, we even had people from the business community come out and dance, because they don’t really get a chance to do that,” Lewis said. “People love the music. We just hope to continue having a fun time.”

“The event is really to celebrate research and survivorship. I’m very humble to be a part of it,” Barrows said.

Photos from last year’s Pink and Purple Polyester Party can be found on the Johnson Center for Basic Cancer Research Facebook page. Tickets for the event are \$25 per person and for more information on the event, to purchase tickets, or to learn how to become a sponsor for the event, contact the Johnson Center at 785-532-6705.

Applied mathematics seminar to draw professors from across the country to Manhattan

Summer Phillips
staff writer

The 11th Annual Prairie Analysis Seminar will be held in Cardwell 103 beginning on Friday at 12:30 p.m. K-State is the host school for the seminar every other year, sharing responsibility with University of Kansas.

This year’s three main speakers are Andrea Bertozzi, professor of mathematics at University of California—Los Angeles, and two mathematicians that she has chosen: Thomas Laurent, professor of mathematics at University of California—Riverside, and Dejan Slepcev, professor of mathematics at Carnegie Mellon University.

“You can really get a well-rounded view of a new field,” said Marianne Korten, professor of mathematics.

The seminar was created by Korten and organized each year by Korten; Charles Moore, professor of mathematics; Estela Gavosto, professor of mathematics at KU; and Rodolfo Torres, professor of mathematics at KU.

This year’s lecture topic is ap-

plied mathematics. It is the first time that applied mathematics has been the theme for the lecture, according to Korten.

“This is the first time we’re sticking our snout in applied math and it is not exactly our field,” Korten said.

“It’s work, but it’s a ton of fun.”
Marianne Korten
professor of mathematics

The purpose behind the main speaker picking two other lecturers is to exemplify the main topic, which this year is equations and models related to aggregation. These are useful when applied to populations’ behaviors and interactions.

According to Korten, the first year was the only in which the preparation for the seminar was time-consuming. Now they have more experience with where to order food and drinks from, how much they are going to need and about how many people are expected to be there. The cost for a single lecture

event in the seminar series is approximately \$11,000, Korten said.

The seminar is for those dedicated toward furthering their career in mathematics.

“The people that come here are already professional mathematicians or advanced graduate students,” Korten said. Korten said also that much of the value of the seminar is seeing very advanced math from very young people.

While K-State and KU have a tendency to be rivals, when it comes to the lecture, the atmosphere is more based upon community versus competition, Korten said. The main speakers help the younger, less experienced lecturers. Korten said that it is important for people very high in their career to help the younger generations in the career field.

“They have to spread their skills, pass it on,” Korten said.

The seminar series holds a strict, full schedule for both Friday and Saturday.

“It’s work, but it’s a ton of fun,” Korten said.

For more information, visit math.ksu.edu/pas/2011.

‘Power of Purple’ merchandising campaign benefits university

Brett Seidl
contributing writer

Editor’s Note: This article was completed as an assignment for a class in the A.Q. Miller School of Journalism and Mass Communications.

In many ways, the past year has been a successful one for K-State. On campus, students might notice increased sidewalk traffic due to this fall’s record enrollment. On the athletic fields, K-State teams experienced new levels of success in a variety of sports. With all this success, it might come as no surprise to learn that in stores across the country, eager fans purchased K-State clothing and merchandise in record numbers.

According to Tami Breymeyer, director of licensing, the university saw a record amount of income from licensing royalties in 2010-11. For the first time in school history, royalty dollars from apparel and merchandise licensing topped the \$1 million mark, with a total of \$1,206,978 collected. This spike represents an increased push for merchandise from consumers, and in turn, a larger selection provided by the university’s official

licensed merchandise suppliers. Breymeyer, who oversees all licensing and trademark matters for the school, said the increase can be attributed to a variety of factors.

“We are working diligently on our branding as a university, and have partnered with a nationwide licensing agency,” Breymeyer said. “We also have a great relationship with our buyers and retail stores, and this year’s athletic successes have helped as well.”

In addition, the past season

merchandise.

“A football bowl game can really make December a hot time, with both football and basketball on people’s minds,” Breymeyer said.

Steve Levin, general manager of Varney’s Book Store, said the past year’s successes have sparked an increase in his store’s sales.

“Obviously, when our teams do well, our fans respond to that,” Levin said. “Factors such as number of home games and start times also have a big

ship with Licensing Resource Group. According to their website, the group currently represents over 180 universities, athletic conferences and sports properties nationwide, providing trademark management and tracking royalties obtained from the sale of approved merchandise. Before any item containing the use of a K-State logo can appear in stores, it must first pass through representatives with the group and the university’s trademark licensing department. The group holds all licenses, and helps K-State market its brand throughout the state of Kansas and across the country.

University officials hope the momentum gained in the retail market will continue. A few months ago, LRG began research on what exactly K-State fans look for in a new T-shirt, notebook or lawn ornament.

“They did a series of focus

groups and shared the results,” Breymeyer said. “Then they brought a concept back to us and we went with it.”

The concept she is referring to is a new campaign called “The Power of Purple.” The merchandising campaign hopes to “infuse excitement and energy for the K-State brand into the local and regional retail marketplace, and promote the idea of belonging to a passionate and steadfast community,” according to Lewis Hardy, president of LRG, in a prepared statement.

“Purple is obviously a hot color here, and it never hurts to go back to our roots,” Breymeyer said, when asked about the campaign’s purpose.

A common theme of LRG’s research was the passion generated by the color purple among K-State alumni and fans across the nation, and advertisements featuring the phrase “The Power of Purple” will soon be

appearing in retail stores wherever K-State apparel is sold.

Jeff Morris, vice president for communications and marketing, said that increased merchandise exposure benefits the entire university.

“Merchandise sales help get the K-State message out far and wide,” he said. “From a marketing standpoint, we love to see the purple spread across the state, region and across the country.”

Morris said the average K-State student benefits when fans buy a new cap or sweatshirt.

“The royalties we collect each year help fund scholarships, so there is a direct student benefit,” he said.

As K-State strives to maintain its momentum on campus and on the field, university officials and students are hoping the “Power of Purple” is enough to deliver yet another record year.

Merchandise sales help get the K-State message out far and wide. From a marketing standpoint, we love to see the purple spread across the state, region, and across the country.”

Jeff Morris
vice president for communications and marketing

has been successful for two of the universities’ highest profile sports, football and men’s basketball. K-State’s appearance in both a bowl game and the NCAA basketball tournament helped extend the traditional “buying seasons” for collegiate

effect.”

Evening football games draw more customers than morning or afternoon kickoffs, Levin said.

Another factor in last year’s merchandising successes is the university’s new partner-

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